

Stocknotes

Commerce Club Publication for the College of Business

Fall 2007

College of Business Celebrates 40 Years of AACSB Accreditation

The College of Business at East Carolina University recently celebrated 40 continuous years of accreditation by AACSB International – The Association to Advance Collegiate Schools of Business. In North Carolina, only one institution – the University of North Carolina at Chapel Hill – has been accredited longer by the AACSB, the premier accrediting agency for programs in business administration.

Dr. Frederick Niswander, dean of the College of Business, said, "We are extremely proud of our long-standing AACSB accreditation. For the last four decades, it has clearly confirmed the high quality of our faculty and our programs."

According to the AACSB, ECU was one of five schools to achieve initial accreditation in 1967, bringing the total number of AACSB accredited schools to 123 at that time. As of June 2007, 549 member institutions in 31 countries hold AACSB business accreditation.

Dr. Stanley Eakins, associate dean of the College of Business, works closely with AACSB International to maintain accreditation.

"Upholding our high standards is a top priority," Eakins said. "There are thousands of business schools in the U.S. and thousands more internationally – our AACSB endorsement differentiates us as a school of excellence."

To achieve initial and continuing accreditation, business

programs must satisfy the expectations of a wide range of quality standards relating to strategic management of resources, interactions of faculty and students in the educational process, and achievement of learning goals in degree programs.

We are extremely proud of our long-standing AACSB accreditation. For the last four decades, it has clearly confirmed the high quality of our faculty and our programs."

--Rick Niswander, Dean

As an AACSB-accredited school, the College of Business must continue to demonstrate its development and growth during regular review cycles.

Only approximately 25% of U.S. business schools currently hold AACSB accreditation.

Burr Selects MBA Student for New Fellowship

An East Carolina University graduate student has been selected by U.S. Sen. Richard Burr for a new six-month fellowship focused on economic development.

Adam Keen, of Goldsboro, N.C., will serve as a staff member to Burr in his Wilmington office. He will assist with economic development initiatives in eastern North Carolina. The fellowship will begin July 2007 and will count as credit toward Keen's master of business administration (MBA) degree in the College of Business.

ECU Chancellor Steve Ballard said, "Economic development is a key element of the university's strategic plan. This announcement reflects the commitment of both Sen. Burr and the university to improving lives throughout the state, and we are excited for Adam Keen's opportunity."

As a member of Burr's economic development team, Keen will work with local leaders to explore economic develop-



U.S. Sen. Richard Burr meets with MBA student Adam Keen in his Washington, D.C., office.

ment needs and federal assistance possibilities. Keen will also analyze economic trends in eastern North Carolina and help to develop coalitions across the state.

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College of Business News

MBA Program Offers New Concentrations

Beginning this fall, the Master of Business Administration (MBA) program will offer two new concentrations – Supply Chain Management and Professional Investment Management & Operations (PIMO).

The new concentrations respond to industry demands, according to Len Rhodes, assistant dean for graduate programs.

"We can morph the MBA
to fit a number of different
needs, no matter the industry."
--Len Rhodes, Assistant Dean
for Graduate Programs

Students who specialize in Supply Chain Management will be trained to manage the process of moving a product or service from the supplier to the customer, while the PIMO concentration will prepare students to work in asset manage-

ment and administration, particularly as it relates to the mutual fund industry.

Rhodes said, "The capstone class for PIMO enables students to learn beyond the philosophies of mutual fund investment. Students get a true hands-on experience that is invaluable in the job market."

Guided by Dr. Scott Below, chair of the department of finance, the PIMO capstone class teaches students to apply real-world management techniques by having them manage a portion of the ECU endowment. The College of Business currently offers 12 MBA concentrations, designed to give students intensive insight into their chosen niche. Concentrations offered through the MBA program are optional. Approximately 20% of graduate business students choose to earn a concentration, ultimately receiving a certificate in conjunction with the MBA degree.

New "4+1" MBA programs are also under development in the College of Business, enabling students to earn an MBA along with their undergraduate degree in five years.

The department of biology currently participates in the 4+I MBA program. Other departments – including chemistry, foreign languages and literatures, and engineering – have also begun to explore 4+I possibilities. Dual enrollment in the MBA and Master of Science in Nursing (MSN) program may soon be available, as well.

"We can morph the MBA to fit a number of different needs, no matter the industry," Rhodes said.

He continued, "Our former assistant dean for graduate programs, Donald Boldt, initially developed the idea of offering MBA concentrations and pairing the MBA with other degrees. It's great to see departments outside the College of Business beginning to understand the value of an MBA."

continued - Burr selects MBA student

Dr. Frederick Niswander, dean of the College of Business, said "We're thrilled at the opportunity for an MBA student to help advance economic development in our state – providing value to the community, region and beyond. Adam is the first to receive this fellowship, so he will be a true trailblazer for the College of Business and ECU."

Keen earned his bachelor of science in business administration from ECU in 2005 with a concentration in management. Before pursuing the MBA, he worked at his family's Goldsboro-based business, Adam's Auto Wash.

Keen, 24, ultimately plans to pursue a career in economic development. He said the opportunity to work in Burr's office is an "unparalleled hands-on experience."

"Being Senator Burr's first fellow is an honor, and I look forward to serving my state," Keen said. "Eastern North Carolina is my home, and I want to see good things happen here."

Digital Signage Installed in Bate Building

The College of Business has installed high-tech digital signage in the Bate Building, displaying up-to-date business news, stock quotes, and internal announcements. COB officials worked with Kansas City-based Rise Vision, Inc. to coordinate the digital signage and online display control center.

Dr. Frederick Niswander, dean of the College of Business, said, "Having real-time national and international business news and financial information available on these highly-visible displays exposes students to the operational and practical side of business - an important component of teaching the 'whole student."

Dr. Richard Kerns, associate dean for computer services, spearheaded the digital signage project with his team - coordinating everything from power and cable connections to hacker prevention.

"Communicating with students on a timely basis can be challenging." Kerns said. "The new digital signage provides a studentfriendly way to share information - delivering customized messages while mixing in live TV, market updates and breaking news headlines to capture the students' attention."

Kerns, who has worked at ECU for the past 34 years, noted that the College is now able to communicate in ways that were never done before. For example, in the event of adverse weather or other emergency, Kerns said, the digital signage can be used to post urgent information.



New digital signage displays up-to-date business news, stock quotes, and internal announcements.

The digital signage uses two 46-inch NEC monitors, with each pair of LCD screens functioning as one display. Three computer engines in the COB command center communicate with servers in Kansas City to display content.

To reduce potential disruption, sound does not accompany the display. Digital signage is currently available in four locations on the first and third floors of the Bate Building.

Largest Online BSBA Class Graduates from COB

A record number of fully online undergraduate students recently earned their Bachelor of Science in Business Administration (BSBA) from the College of Business.

Dr. Margaret O'Hara, assistant dean for online programs, said the College typically graduates three or four online BSBA students each semester. This past spring, the number jumped to II students – and O'Hara said she expects online enrollment to continue growing.

More than 60 online BSBA students plan to graduate from ECU within the next three semesters.

One such student is Tadeo Calvo, 30, who lives in Raleigh and works full-time as a bilingual customer service agent. Calvo said that without the College's online program, he wouldn't be able to move forward in his career.

"It's opportunities like this that help people in my situation move ahead in life - balancing work, family and school," Calvo said. Calvo lacks only three classes to finish his BSBA, and he ultimately hopes to earn his MBA online.

A June 3rd article in The (Raleigh) News & Observer echoed this trend, reporting that online learning has grown dramatically in the past few years. The article also highlighted ECU's online programs, specifically discussing those offered by the College of Business.

Frederick Niswander, dean of the College of Business, told The

News & Observer, "ECU's onity of education as those who participate in traditional classes, partly because faculty who teach online also teach classes in a face-to-face setting.

line students get the same qual- "It's opportunities like this that help people in my situation move ahead in life - balancing work, family and school." ~~Tadeo Calvo, BSBA student

"Online education is not for every person in every situation. However, the notion that you've got to physically come to a place and that's the only way you can learn, that's baloney."

College of Business News

ECU to Assess Mid-Currituck Bridge Project

Engineers, economists and geographers from East Carolina University recently received \$927,000 in contracts from the North Carolina Department of Transportation and the North Carolina Turnpike Authority to assist in the supporting studies in the assessment of a new bridge across the Currituck Sound.

ECU researchers have already started work on traffic, natural resource and socio-economic studies of the proposed seven-mile Mid-Currituck Bridge that would connect the Currituck County mainland with the Currituck County Outer Banks.

ECU Project Director Ernest Marshburn said he and his colleagues are pleased to provide technical assistance to state transportation officials and other decision-makers.

"ECU's role is to be supportive as a state agency and to conduct research related to the project's environmental impact statement," said Marshburn, who is the director of strategic initiatives in the Division of Research and Graduate Studies at ECU.

Along with Marshburn and project manager/professor of engineering Evelyn Brown, faculty members and students from ECU's departments of engineering and geography, and the College of Business are conducting the studies.

Jim Kleckley, director of the Bureau of Business Research at the College of Business, is conducting an economic impact assessment with retired business faculty member Louis "Buddy" Zincone and ECU student Chris Young.

Paul Kauffmann, chair of the engineering department, is working on the traffic study with College of Technology and Computer Science faculty members Brown, B.J. Kim, Erol Ozan and Richard Monroe.

Amy Blizzard, professor of geography, is conducting a natural resource impact study with faculty members Dan Marcucci, Karen Mulcachy and ECU student Katerine Ball.

The \$927,000 contract is the first of a three-year, \$1.7 million effort to as-



The project area for the Currituck Sound Area Transportation Study, located in northeastern North Carolina, includes the Currituck County peninsula on the mainland, the Currituck County Outer Banks, and the Dare County Outer Banks north of Kitty Hawk.

sist in the evaluation of the environmental and economic impacts of the proposed bridge. As part of the federal surface transportation bill passed in 2005, Congress earmarked funding for the study through NCDOT's federal highway apportionment.

College of Business Becomes a Four-Year Program

The College of Business recently won approval to become a four-year academic program, paving the way for a revamped curriculum.

Starting fall 2007, all incoming freshman or transfer students can choose to be admitted directly to the College of Business. Currently, the College of Business has approximately 660 undergraduate students enrolled. In the fall, that number is projected to jump to more than I,500 students.

Dr. Frederick Niswander, dean of the College of Business, said, "This is a significant change with many positive ramifications, allowing us to reach students much earlier than ever before.

"Becoming a four-year program will have a ripple effect that extends beyond the boundaries of ECU – positively influencing our students and the communities they will ultimately help lead."

COB Participates in Russian Education Exchange

The Center for Economic Education (CEE), a public service unit of the College of Business, recently participated in a reciprocal study tour program involving Russian teachers and North Carolina educators.

The program, known as the Cooperative Education Exchange Program, is coordinated at the national level by the National Council on Economic Education (NCEE) with a goal to facilitate learning in transitioning economies. The program also helps build an understanding of the global economy in the U.S.

As part of the exchange program, Beth Eckstein – director of the College's CEE – was selected to lead a group of four local teachers to Moscow in December 2006, including Suzanne Hachmeister of Elmhurst Elementary, Tricia Briley of South Greenville Elementary, Joe Sayblack of North Pitt High School, and Allen Guidry with the College of Education (formerly at J.H. Rose High School).



Beth Eckstein (back row, center) visits a first grade class in Moscow along with four local teachers.

While in Moscow, the group observed economics instruction in area elementary and high schools. In each case, the Russian teacher had been through a series of professional development sessions presented by the NCEE.

"It was amazing to see how excited the educators were about teaching western economics to their students." Eckstein said. "When we asked about the importance of teaching economics in the classroom, always the answer centered around how strong economics instruction determines the future of their students. The lessons we observed are the same ones that our elementary and secondary teachers use for economics instruction."

In addition to classroom visits and meetings with educators and entrepreneurs, the group toured Red Square, visited the Kremlin, and attended the Bolshoi Theatre production of the opera, Turandot. Another cultural highlight was a visit to Leo Tolstoy's home place in the Tula region of Russia.

Subsequently, in March 2007, two Russian educators visited Greenville for a similar experience that involved visiting classrooms of economics instruction at Pactolus, South Greenville, Elmhurst Elementary, North Pitt High School, and Greene County Middle School. They also met with ECU educators, as well as with legislators in Raleigh, where they were the announced guests of N.C. Representative Edith Warren at a special house session.



Russian educators Oxana Pleteneva (left) and Natalia Zheleznyakova (right) meet with N.C. Representative Edith Warren during their reciprocal visit to North Carolina.

Cultural attractions included touring the Tryon Palace, visiting the Crystal Coast, and seeing the Biltmore Estate. A special tour of the Charlotte Branch of the Richmond Federal Reserve Bank was also arranged to address the U.S. banking system and monetary policy. The last days of the study tour were spent in Washington, D.C., where Eckstein and the Russians met with the staffs of N.C. representatives and senators.

"The Russian exchange was a wonderful learning opportunity – not only for Russian teachers, but also for our own North Carolina educators," Eckstein said. "Our study tour group built international links while also strengthening our educators' understanding of economic transition and educational reform abroad."

The Cooperative Education Exchange Program is funded by grants from the U.S. Department of Education as well as support from foundations, the private sector, and international partners.

Faculty News

Christian Receives Board of Governors Teaching Award

Dr. Cal Christian (ACCT) was recently awarded the 2007 UNC Board of Governors Distinguished Professor for Teaching Award.

Christian was one of six campus-wide faculty members honored by the teaching award, which recognizes and supports excellent teaching at ECU and also includes a \$1,000 award. The teaching awards, supported by the Board of Governors from state funds, were presented at the close of the spring semester.

Christian, who came to ECU in 2000, teaches Financial Accounting, Intermediate Accounting, Auditing, and Advanced & Non-profit Accounting to undergraduate and graduate students. He is frequently selected by the BSA/MSA and MSA students to hood them at the College's graduate recognition ceremony and was recently awarded a College of Business Teaching Fellowship.

"In order to be effective, I believe that it is imperative to have student-instructor interaction," Christian explained. "I strive to accomplish this through introducing personal experiences as a CPA and real world events, which provide a practical platform for learn-



Cal Christian's advanced accounting class enjoys a break from the discussion of variable interest entities.

ing. Additionally, I encourage my students to participate in the classroom, and, where practical, I evaluate the students on their ability to ask concise and thought-provoking questions."

Faculty and Staff Members Presented Service Awards

ECU recently honored six College of Business faculty and staff members for their long-standing service to the university, presenting them with service awards at a ceremony held on April II.

Joseph Tomkiewicz (MGMT), Margaret Capen (MSCM), and Terri Gray (MGMT) were honored for 25 years of service. Mark McCarthy (ACCT), Douglas Schneider (ACCT) and Jane Lang (MSCM) were also honored at the ceremony for completing 15 years of service to ECU.

Tomkiewicz, professor and chair of the management department, came to ECU in 1981 after teaching at James Madison University for four years. He earned his BSBA at Drexel University and his MBA and PhD at Temple University. Tomkiewicz has served as chair of the management department for the past 14 years.

Capen, professor of marketing and supply chain management, came to ECU in 1981 immediately after completing her PhD at The University of South Carolina. She served as chair of the decision sciences department (recently divided into the management information systems and marketing and supply chain manage-

ment departments) from 1996 through 2001. She teaches both undergraduate and graduate statistics/economics classes and is frequently selected as a "hooder" for the College's graduate recognition ceremony.

Gray started her ECU career in the Physical Plant (now Facilities Services) in I98I, where she served for one year. Since I982, she has been the office assistant for the management department and has helped numerous students and faculty members.



Margaret Capen, Joseph Tomkiewicz, and Terri Gray recently celebrated 25 years of service to ECU.

MacLeod Receives University Alumni Award for Outstanding Teaching



Kenneth MacLeod, associate professor of marketing and supply chain management, talks to a student before her final exam.

Dr. Kenneth MacLeod (MSCM) was recently awarded the 2007 Robert L. Jones Award for Outstanding Teaching – one of three teaching awards supported by university alumni contributions.

MacLeod, a faculty member at ECU since 1989, teaches management science to both undergraduate and graduate students. Although his classes have the reputation of being difficult, most of MacLeod's students have a great deal of respect for him – evidenced this past spring when graduating MBA students selected MacLeod to hood them at the College's graduate recognition ceremony.

"I am a resource to my students," MacLeod said, explaining his teaching philosophy, "but that is valuable only if they use it. Consider the analogy of a radio broadcast. For anything useful to occur, the radio station has to be broadcast on the right frequency, and the listener has to tune to that frequency. Like teaching, communicating by radio is a cooperative effort. If I do not provide the material in forms that the students can absorb, then the students will not learn. If the students are not trying to learn, however, then they still will not, no matter what I do. I must not only teach, I must also cajole, trick, and coerce the students into learning."

COB Faculty Help Tackle E-911 Complexities

As telecommunications technology becomes more complex – now with text messaging, wireless e-mail, and Voice over Internet Protocol on the rise – the 9-I-I emergency-calling system (E-9II) faces its own complications, especially when it comes to determining caller location.

Dr. Elaine Seeman, assistant professor in the MIS department, helped investigate the challenge of wireless phones in her 2003 dissertation: "A Gap Analysis of Wireless E-911 Services in North Carolina."

Since then, Seeman has continued her study of E-911 issues and new technological complications, pulling additional expertise from Dr. Margaret O'Hara, assistant dean for online programs, and James Holloway, professor for the department of finance, to explore the impact of government intervention as well as regulation and public policy issues.

The trio's work was recently published in Electronic Government and Boston University Journal of Science & Technology Law – and it has also been formally presented to the E9-I-I Institute and National Emergency Number Association (NENA).

In early June, Seeman and Holloway were invited to present their research to the European Emergency Number Association (EENA) conference in Brussels. They continue to work with emergency officials – helping tackle E-911 issues from a business and policy standpoint.

"In the next generation of E-911, people should be able to get assistance from wherever they call," Seeman explained. "The challenge is getting your arms around so many different areas and agencies – and that's where the College of Business can help."

Faculty News

Harris' Class Helps Local Businesses

When students participate in Dr. Michael Harris' small business management class (MGMT 4262), they not only discuss the challenges facing entrepreneurs – they tackle real-world problems head-on.

Harris, who has taught MGMT 4262 for seven years, teams his senior-level undergraduate students with regional companies in need of assistance as part of his course project. While firms benefit from free business consulting, students have the opportunity to apply lessons they've learned in subjects ranging from marketing to accounting.

Harris' course is linked on a national level with the Small Business Institute Program, and he follows the national group's standards. Harris serves as director of ECU's Small Business Institute Program, which has assisted more than 500 clients since its inception in 1974.

"We tackle the larger but solvable problems in MGMT 4262," Harris said. "Our goal is to create feasible, cost-effective solutions – ultimately helping individual companies achieve long-term success."

Throughout the semester, MGMT 4262 students work one-onone with their designated business client in teams of four to six. The class also meets together every week to discuss and brainstorm ideas. In the end, each student team prepares a written report filled with analysis, suggestions and ideas for implementation. Harris said his students spend a minimum of 100 hours on the report.

"These students act as young professionals – they work hard and respect company confidentiality," Harris explained.

Greenville-based Ron Ayers Motorsports, a top motorcycle dealer in the state, is just one of the companies that benefited from Harris' student consulting this past semester.

Dr. James Williamson, president of Ron Ayers Motorsports, said, "My student team brought interesting insights into the problems I'm facing as an entrepreneur – it was valuable to have a fresh look and different viewpoint." Williamson continued, "It was quite a pleasure to see people at that age with so much business background."

Williamson said he was so pleased with his team's report, which also entered into the national Small Business Institute case competition, that he donated \$1,000 to the program.

"It's great to get such strong support and feedback from our clients," Harris said. "Our students will continue to help all types of companies – from flower shops to construction firms. It's a wonderful outreach program for the College of Business."

Armstrong Selected for Rotary Foundation Exchange Program

The Rotary Foundation recently selected Robin Armstrong to join its team visiting Sydney, Australia, as part of a unique exchange program.

Armstrong, who serves as assistant director for graduate programs at the College of Business, will travel throughout September 2007 with the Rotary Foundation's Group Study Exchange (GSE) program — a cultural and vocational learning opportunity designed to share ideas as well as develop personal and professional connections.

"I'm excited about visiting other universities in Australia," Armstrong said. "My goal is to create and strengthen relationships for potential study abroad programs – something that could truly benefit the College of Business."

To be eligible for the Rotary Foundation's GSE program, applicants must be 25 to 40 years old, employed full-time in a recognized profession and not be a Rotarian.

Armstrong, who is endorsed by the Goldsboro Rotary Club, will present her experiences throughout eastern North Carolina upon her return.



Robin Armstrong

Schneider Visits University of Iceland

Dr. Douglas K. Schneider (ACCT) traveled to Iceland during May to visit the School of Economics and Business Administration at the University of Iceland (UI) in Reykjavik, the main university in the country. He met with Ingjaldur Hannibalsson, professor and chair of the department of business administration, and with associate professor Einar Guobjartsson and assistant professor Bjarni Frimann Karlsson, who are both in accounting and auditing.

During the visit, Schneider and the UI business faculty members compared and contrasted the missions and programs of their schools. They also discussed opportunities for student and faculty exchanges and the possibility of sharing technology for a "global classroom" course to be taught at both schools simultaneously.

Schneider said he enjoyed the spectacular scenery, quaintness and charm of Reykjavik on his trip. "The cafes and restaurants were delightful. It is a very safe and civilized city. The Icelandic people are cheerful and friendly and have a great interest in the United States," Schneider said.



Douglas Schneider (left) meets with Dr. Ingjaldur Hannibalsson, professor and chairman of the department of business administration, at the University of Iceland in Reykjavík.



A beautiful vista near the Reykjavik harbor.

ECU Wins Twice at SEDSI Conference

Dr. Kenneth MacLeod (MSCM) recently won the award for Best Paper in the Education Track for his paper "Analysis After Output," presented at the 2007 Southeast Decision Sciences Institute (SEDSI) conference.

MacLeod said his paper describes an approach to using one of the most basic decision making tools, the payoff table, to help students see patterns that exist within data sets.

"Many students, even those with good math skills, have a hard time making the step from performing calculations to analyzing data," MacLeod said. "Identifying patterns is the basis of all analysis, so this is a good first step." In addition to MacLeod's award, Mauro Falasca (MBA '05) won first place in the PhD Student Competition for his paper titled "On the Use of Fuzzy Multiobjective Optimization Versus Efficiency Analysis: An Application to the Nurse Scheduling Problem."

Falasca is currently completing his PhD in Business at Virginia Tech. He enjoyed catching up with Maggie Capen, Ravi Paul, Elaine Seeman, and Ken MacLeod at the SEDSI conference, which was held in Savannah, Ga., from February 21-23.

Alumni Notes

2007

David Palmquist (FINA) has accepted a position in BB&T's Leadership Development Program.

Kelly Griffin Smith (MBA, MGMT '03) has been promoted to assistant vice president at First South Bank in Greenville. She serves as the branch manager for the office and is responsible for consumer lending, retail banking, and overseeing branch operations. Smith joined First South Bank in 2003. She has held numerous positions within the bank, including customer service associate, retail sales associate, and management trainee.

2006

Donetta Steiner (MBA, MKTG '04) has been named executive director at the Creative Living Center in Greenville, a day health care program designed to enhance the quality of life for senior adults, as well as adults with disabilities.

Timothy Thornton (ACCT) is an associate for Goodman & Company, LLP, a regional CPA firm in Norfolk, Virginia. He is planning to attend Old Dominion University for a second degree in Finance to obtain enough credit hours to sit for the CPA exam.

2005

Lindsey Brown (MBA) has been named community impact associate for the United Way of Pitt County. She will assist with the organization's new community impact focus and will also worked with the Day of Caring on May 19th. She most recently was executive director of the Creative Living Center.

Carder Frutiger (MGMT) married Meranda Adams on June 16, 2007. He is part-owner of ASAP Photo and Camera in Greenville.

Jon Wesley Lancaster (ACCT) passed the Uniform CPA examination.

2004

Robert Michael Harrington (MBA, MGMT '03) married Holly Frances Scott (Human Ecology '02) on December 6th in Wanchese. He is a general manager of Resort Realty of the Outer Banks.

Toni Suzanne McCormick (ACCT) married Cecil Bryan Hardman on May 20, 2007. She is currently employed by Insurance Professionals of NC in Greenville.

Kelli Christine Tripp (ACCT) of Winterville was approved for licensure as a certified public accountant in North Carolina by the NC Board of Certified Public Accountant Examiners.

Elizabeth Carol Wade (ACCT) of Greenville was approved for licensure as a certified public accountant in North Carolina by the NC Board of Certified Public Accountant Examiners.

2003

Tiffany Carpenter Griffis (FINA) was promoted from a loan processor to a retail lender at The East Carolina Bank in Morehead City and now works at a Greenville branch.

Blythe Danielle McLawhon (DSCI) married Donald Crawford on May 5, 2007. Blythe is employed as a Systems Analyst at Pitt County Memorial Hospital.

Paul "Corey" Schmidt (MGMT) and Jeana Harris Schmidt (MBA'05, MGMT '03) were married on March 13, 2004 and reside in Cary. Cory was a letter-winning member of the ECU football team offensive line. He is a construction manager for ExperienceOne Homes and is currently overseeing the construction of 700+ homes in RTP's closest residential development, Kitt's Creek. Jeana is a pricing analyst for SAS Institute. Her role encompasses pricing and policy support for the government business unit. Cory and Jeana are expecting their first child in December.

David Walton (MBA) is Assistant Vice President, Online Channel Risk Management Group, with BB&T in Wilson. He and his wife, Jane, are expecting a daughter in late September.

2002

Kristy Conway (MBA, Human Ecology '98), who was recently a corporate and taxation paralegal, is a new Re/Max Preferred Realty staff member who specializes in residential real estate sales and coordinates marketing and administrative programs as the manager for Team TNT, which includes two brokers.

Mousami "Chitra" Gupta (MBA) and her husband, Nitin, are the proud parents of a baby boy, born January 6, 2007. The Guptas currently reside in Lexington, Ky.

Mary Early Lindsey (MBA) has been named Business Manager/Analyst of a pediatric hospitalist group within Children's Healthcare of Atlanta at Scottish Rite. In her new role, she works with general pediatric, neuropsychiatry, pathology, and neurology physicians. Mary lives in Atlanta with her husband, Wesley, and their one-year-old daughter, Charlotte.

Scott Respess (MBA) married Victoria McIntosh on May 26, 2007. Scott currently works with his family's general contracting business, Cornerstone of Greenville.

2001

Robert T. Griffin, Jr. (ACCT) of Washington was approved for licensure as a certified public accountant in North Carolina by the NC Board of Certified Public Accountant Examiners.

Amanda Charlotte Roberts (MBA, MGMT '99) married Seth Maxwell Laughlin on March 10, 2007 in Emerald Isle. Amanda is currently enrolled in the MSN AE program at ECU and plans to start working at PCMH in September.

1999

Leslie Messerli (MBA, ACCT '98) has been named chief financial officer for Eastern Radiologists, Inc., in Greenville. She was controller for Eastern Radiologists before her promotion, and has nine years of financial services, including as a staff accountant for Richard R. Cox, CPA (ACCT '71).

1998

Mark Harritan (MKTG) is Business Services Officer with BB&T in Williamsburg, Virginia.

1997

B.J. Smith (MKTG) has taken a position as interactive account executive for Evolve, Inc., a full-service advertising, marketing and public relations company in Greenville. He will be providing daily Internet-based solutions, training and project management for assigned client accounts, and support the efforts of the Web development staff.

1996

Chris Haddock (ACCT) of Winterville is a commercial banker at a Greenville branch of the Raleigh-based First Citizens Bank.

Maurice Moody (MBA, MKTG '92) is Senior Program Manager within Wachovia's CIB Program Management Office in Charlotte. He is responsible for providing IRB support and gating oversight of CIB's project portfolio.

Laura Blue Rayle (DSCI) is working at Great-West Life and Annuities in Colorado as an IT Compliance Analyst and recently received her CISA (Certified Information Systems Auditor) certification.

1994

Jeff Saleeby (ACCT), who worked for Systel for five years and has a decade of experience as a CPA, is the new finance director in Hope Mills.

1993

Jonathan Powers (MKTG), an Edward Jones financial advisor in Greenville, has accepted an invitation to increase his limited partnership holdings in the Jones Financial Cos., the holding company for the St. Louisbased financial services firm. Jonathan and his wife, Leigh, had a baby boy, Jonathan Richard Powers, Jr., on May 5, 2007.

1992

Rod Hawkins (MBA, FINA '91) was named President and General Manager of Momentive Performance Materials Sealants division (MPM), a specialty chemicals and quartz business headquartered in Wilton, CT. MPM was formed in a \$3.6 BB private equity transaction completed between the General Electric Company and Apollo Partners in December 2006. Rod had previously served as the CFO and Treasurer for this division. He and his family will continue to reside in the Charlotte area.

1991

Jerry Bailey, Jr. (MGMT) has recently joined Coldwell Banker Sea Coast Realty at the Mayfaire Town Center Office in Wilmington, NC as a REALTOR, Sales Associate. He previously worked for twenty years in Hospitality Management with Hilton Hotels and Resorts, Wyndham Resorts, Sheraton Hotels, and the Blockade Runner Resort in Wrightsville Beach. In his new position, Jerry specializes in assisting clients in the buying and selling of residential properties in New Hanover, Brunswick, and Pender counties.

Robbie Dunbar (MBA) recently joined the NC Small Business & Technology Development Center at ECU as one of the center's small business specialists. He will assist small and mid-sized businesses in expanding their markets and increasing their competitiveness. He will also provide training in business, marketing, and financial planning.

Please e-mail updates on yourself or classmates to cclub@ecu.edu.

1990

John L. Howard (MBA, MGMT '88) just finished his first year as an instructor in the College of Business' Department of Management Information Systems, teaching four sections of MIS 2223, Introduction to Computers. He is in the same department where he was a graduate assistant during his MBA program.

Tim Slavin (MKTG) was recently promoted to Regional Account manager focusing on government accounts for Amylin Pharmaceuticals. Tim is based out of Dallas, Texas, and his territory includes the Southwestern United States. He got married in June 2005.

1988

R. Milton Howell, III (ACCT) was recently named the Chair of the Tax Committee of the NC Association of CPAs and the Vice-Chair of the Tax Committee for CPAmerica International.

Oie Osterkamp (MBA) and his wife, Becky, who live in Raleigh, are expecting a baby in early December. Oie is president of the Commerce Club and speaks at the College of Business graduate recognition ceremony each semester.

1987

Mark Desalva (FINA), senior vice president at Ferris Baker Watts, started a radio show called Smart Investor, which airs at 6 pm on Mondays via Norfolk, Virginia's AM 850 WTAR.

Mary Ann Sandell Forrester (MKTG), who has eight years of realty experience, is part-owner of Keller Williams Coastal Area Partners in Savannah, Georgia, which opened in 2005 and is the second-largest real estate company in Savannah.

1986

Esther L. Smith (MKTG) of Bristol, Tennessee, has joined The Corporate Image as project manager. Her responsibilities include handling client projects that involve research, writing and media relations. She was previously with The Business Journal of Tri-Cities Tennessee/Virginia and the Southern Medical Journal, and has taught classes at Northeast State Technical community College and Pitt Community College. The Corporate Image is a Bristol, Tennessee based comprehensive media and public relations firm specializing in strategic corporate communications.

1985

John Dew (MKTG), who has 20 years of personal and commercial loan experience in Edgecombe and Nash counties, managers Providence Bank's new loan production office in Tarboro.

1983

Deborah Walters Davis (MBA, MGMT '79), a Rotarian and board member for Ronald McDonald House, was named to Oxford's Who's Who in Business. She was recently recognized by the Girl Scout Council of Coastal Carolina at its inaugural Women of Distinction Banquet in March.

Alumni Notes

1981

Roger L. "Vern" Davenport (MBA, MKTG '80), a Pitt County native who was a wide receiver on ECU's football team, senior vice president of solutions and marketing at Siemens Medical Solutions, and chief operating officer of Eastman Kodak, is now executive vice president and general manager of Raleigh-based Misys Healthcare Systems.

Randy Keith Langley (MKTG) of Battleboro is an agent with Farm Bureau Insurance in Rocky Mount. He and his wife, Denise, have two children.

1980

Douglas G. Daniel, Jr. (DSCI) is Vice President and Senior Technical Consultant for the Shared Services CIO Technology and Architecture division of Wachovia. His son, Douglas, III, will be attending ECU this fall.

1979

Wade Cline (MGMT) of the Minges Group in Greenville has been honored with the President's Ring of Honor by PepsiCo. The Ring of Honor was created as a way to recognize the front-line sales force selling PepsiCo products. Cline, who has worked for the Minges Bottling Group for 26 years, received the award at PepsiCo's headquarters in Purchase, NY. Winners also are recognized in an exhibit that celebrates each inductee in the Ring of Honor – PepsiCo's highest front-line recognition.

1976

Joe Bynum (MBA, Math '69) of Defiance, MO, retired from American Airlines as a 767 captain after flying more than 22.000 hours for Ozark Airlines, Trans World Airlines, American Airlines, JSAF, and the USAF Reserves. He will be an Embriar 170 instructor pilot for Flight Safety International in St. Louis.

Joan Logsdon (MKTG) is General Manager of Southern Keyboards, Inc., a Kawai piano dealership, in Marietta, Georgia.

1972

Larry W. Mallard (BUSA), a Pollocksville native and Raleigh resident is the chief operating officer for First South Bank. Previously, he was the quality and productivity executive of consumer banking with Bank of America and the executive vice president of retail banking for First South Bank.

Ray Rogers (BUSA) is the finance administrator at Cornerstone Missionary Baptist Church and a member of the Pitt Community College Board of Trustees. He was recently appointed to the PCMH and University Health Systems boards by the UNC Board of Governors.

1971

Phil Dixon (MGMT), an attorney in Greenville, member of the UNC board of governors, and former chairman of ECU's board of trustees, was a panelist for the Chancellor's Forum on Service as part of ECU's centennial celebration on March 8.

Alumni Highlight: Gloria Chance



Gloria Chance (DSCI '88)

As executive vice president and chief eCommerce officer for Wachovia Corporation in Charlotte, Gloria Chance leads the comprehensive suite of online products and services for one of the nation's largest diversified financial services companies — overseeing a division of more than 250 employees.

Throughout her career, Chance's strength has been her ability to connect technological innovation with customer needs: "I am always guided by a firm commitment to providing customers with powerful resources that not only meet their needs but also have the potential to

transform their service experience."

Chance has worked with Wachovia since 2000, previously serving as director of online service excellence. She is also credited with introducing the first Mobile Banking Solution. Before her involvement with financial services, Chance worked in healthcare, integrating IT systems for large organizations.

"In many ways," Chance explains, "the overall business objective of online services is really not so different from more traditional service channels. No matter how our customers choose to interact with us, we want them to know without question that we offer secure, reliable and effective services built around their individual goals. However, with online services we have the ability to provide a world-class level of innovation that our customers will find indispensable in their daily lives — and that is an exciting thing to make happen on a daily basis."

Chance grew up in Brooklyn, N.Y. After graduating from high school in the late 1970s, she moved to North Carolina to attend college while working full time. She learned technology support while working in Chancellor John Howell's office at East Carolina University, where she realized she had a "knack" for working with people and computers.

In 1988, Chance received a business degree with an emphasis on computing and decision science. After graduation, Chance led a customer-support team for a company that sold PC hardware and software.

A strong community leader, Chance lives in Huntersville, N.C., and has been involved with the McColl Center for Visual Art, Thurgood Marshall Scholarship Fund, Women's Intercultural Exchange, Girl Talk Foundation and the C.W. Williams Community Health Center.

Most recently, Chance was featured in the May 2007 anniversary issue of Essence magazine, which highlighted 30 Fortune 1000 companies where black women are finding success. This past spring, Chance was named the Outstanding Alumnus for Phi Kappa Phi at ECU and was also named to the ECU Board of Visitors.

Alumni Highlight: Adam Mitchell

When Durham native Adam Mitchell considered colleges to attend in 1997, the Duke Blue Devil fan quickly turned into a Pirate upon his first trip to Greenville. Mitchell imagined himself returning to the Triangle area – perhaps to attend law school – but never dreamed he would one day manage a town in eastern North Carolina.

Throughout his undergraduate years, Mitchell served as a student leader while studying finance – beginning as an Ambassador for the ECU Alumni Association and soon earning a position on the Student Union executive board, eventually chairing Barefoot on the Mall. During his senior year, Mitchell served as president of the Student Union, and he was selected to be a member of the Judicial Board, a student-run entity that hears cases for academic integrity

"The university has a lot of bright, dedicated professors, and my experiences at ECU prepared me for my future leadership challenges." at ECU. Upon graduation in 2000, Mitchell was hired by the university to serve as Attorney General, representing ECU in cases brought before the Judicial Board, while he earned his MBA.

When graduation approached again in 2002, Mitchell had second thoughts about a career in law – and leaving his college sweetheart/future wife Bridget. Instead Mitchell applied for a CFO position with the Town of Ayden, located in the southern part of Pitt County. Mitchell not only got the job – he was promoted to Town Manager less than two years later at age 24, making him the youngest town manager in the state at that time.

Mitchell and his team quickly got down to business, setting plans in motion to help Ayden – a town of 5,000 – prepare for new growth, including a \$7 million water and sewer project to bring much-needed infrastructure to developable land.

Mitchell has also helped bring new business to Ayden. In March 2007, the Governor's Office announced CMI Plastics will open a manufacturing facility in Ayden, creating 165 jobs and investing \$7.1 million during the next three years. Mitchell and his team worked hard and fast on the project – along with the N.C. Department of Commerce, Pitt County, Pitt Community College, the Pitt County Committee of 100, and East Carolina University.

Mitchell is passionate about downtown revitalization, noting that Ayden was one of three communities in the state selected to join the N.C. Main Street program, an entity that provides improvement guidance and technical assistance to communities. Ayden is already making progress, installing brick crosswalks and other en-



Adam Mitchell (FINA '00, MBA '02)

hancements designed to boost economic development. Additional projects are also in the works – such as the Creative Communities program that helps smaller towns attract high tech industry.

While Mitchell keeps an eye on the future of Ayden, his own future is about to transition – he and his wife Bridget are expecting a baby girl in August. This all makes the once youngest town manager feel old, Mitchell said.

When thinking back to his years in the College of Business, Mitchell said he is proud to be a Pirate and has fond memories of the business knowledge he learned from Dr. Ken Anselmi, Dr. Rick Niswander, Dr. Louis Zincone, and many others. Mitchell said he has a deep admiration for Dr. Jim Buck in particular, noting that anyone who can show up to class with a piece of chalk and nothing else – and then lecture about advanced finance for 50 solid minutes – must be brilliant.

Mitchell also said his connections with faculty members have continued to grow in his role as Town Manager. When Mitchell asked for assistance from Ayden resident and COB faculty member Dr. Michael Harris, for example, Harris volunteered to chair Ayden's Recreation Advisory Board.

"The university has a lot of bright, dedicated professors, and my experiences at ECU prepared me for my future leadership challenges," Mitchell explained. "I have a gratifying job in Ayden, and I love going to work every day – knowing the positive difference I am making in my community. This is truly home."

Alumni News

ECU at Work — Klaussner Furniture Industries

From President and CEO J.B. Davis to retiree Clyde Shaw to Human Resources director Randy Timmerman, Asheboro-based Klaussner Furniture has a wonderful ECU flavor.

Today, Klaussner Furniture Industries is one of the five largest furniture manufacturers in the United States, with approximately 4,000 employees. Still privately owned, it is very much managed as a family – in fact, many Klaussner employees have known each other since growing up in Asheboro or as students at ECU.

Former Klaussner salesperson Clyde Shaw, for example, went to school with J.B. Davis and later traveled throughout North Carolina and beyond as part of his responsibilities with the company. Shaw, now retired, created the Downtown Soda Shop in Asheboro and keeps his retirement life full with his new business, where the counter even has a

Ear Grobal Limmy

Process

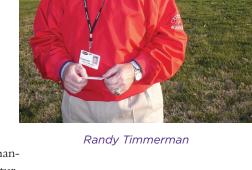
Pro

Clyde Shaw (right) and Jim Westmoreland

feel like the old counter below Wright Auditorium.

Before the December holidays,
Davis visits his plants and sees
many of his business colleagues,
who describe their leader as a
great communicator. It's also
not unusual to see Timmerman manning two tractor trailers full of tur-

and corporate office.



"After returning from a career with the military, it's so rewarding to work with ECU friends," Timmerman said.

keys around the holidays, passing them out to employees of the Asheboro plant

In Memoriam

James Ralph Talton, Jr. (BUSA '65) of Raleigh, a former two-term chairman of the East Carolina Board of Trustees, died April 3, 2007. He was 64. A prominent civic leader and retired managing partner of the KPMG accounting firm in Raleigh, Talton also was a former chairman of the ECU foundation and a member of the College of Business Advisory Council. His dedication to his alma mater earned him the 2001 Distinguished Alumni Service Award from both the Alumni Association and Phi Kappa Phi. He chaired the search committee that brought Chancellor Steve Ballard to Greenville.

After retiring from the accounting firm in 1999, he became a partner and chairman of Impact Design-Build, a prominent builder of custom homes in the Triangle. He also served as a director of Bear Rock Foods, The Jackson Companies, Datastream Corp., the Bolton Corp., and Waste Industries USA.



James Talton, Jr.

Talton served in leadership positions in the Association of Certified Public Accountants for North Carolina and South Carolina, the American Institute of Certified Public Accountants and as national director of the Institute for Management Accountants. He was also active in Greenville and Raleigh chambers of commerce and was a guiding force for the Council for Entrepreneurial Development, the Research Triangle Regional Partnership, the North Carolina Partnership of Economic Development, and the North Carolina Small Business and Technology Development Center.

He was a trustee of Blue Cross and Blue Shield of North Carolina and a director of WakeMed and the Triangle Chapter of the American Red Cross. He was inducted into the Order of the Longleaf Pine in 2003.

Jim is survived by his devoted wife of 43 years, Myrtle Weaver Talton, son Jimmy Talton, and daughter Elizabeth Johnson.

Online MBA Student Reflects on Experience

Kenneth Keathley, a native of Morganton, N.C., earned his ECU MBA this past summer without ever setting foot in Greenville – taking his classes fully online while working full-time as director of marketing for Environmental Inks and Coatings.

Keathley, 32, first joined the work force after completing high school – and after several years with little progression, Keathley attended Western Piedmont Community College (WPCC), graduating with high honors in 1997. After earning his associate's degree in business administration, he began taking online courses from Western Carolina University (WCU), graduating Magna Cum Laude with his BSBA in 2005.

Keathley soon began researching career paths and graduate school options. When he learned that ECU had an AACSB-accredited fully-online MBA program, Keathley contacted Len Rhodes, assistant dean for graduate programs, for more information. In April 2005, Rhodes drove to Morganton to personally discuss MBA options with Keathley and a group of his WCU online classmates.

After meeting with Rhodes, Keathley was impressed with ECU's online MBA program, and Rhodes was equally impressed with

Keathley – offering Keathley one of the coveted Graduate Business Scholarships, valued at \$10,000 (\$2,500 per semester for four semesters). Keathley was the first distance education student to be awarded this scholarship.

"Taking online classes is not easy for the instructor or the students," Keathley said, reflecting on his experience. "To excel you have to be very aware of what taking an online class actually means. You have to be disciplined and have lots of patience."

Keathly said he is certain that he received an excellent education from ECU. "The biggest strength of the online MBA program is the flexibility to take classes without any need to attend face-to-face classes — achieving a degree that is a true MBA and not an Executive MBA or an E-MBA. There are no caveats. It is an MBA. ECU has been everything that I hoped it would be."



Kenneth Keathley (MBA'07)

In Memoriam



Dr. Louis Welsh Eckstein, management professor for the College of Business from 1979 to 2002, died April 12, 2007. Eckstein taught Principals of Management, International Business, and Organizational Behavior to undergraduate and graduate students during his tenure, and he served as advisor to the Society for Advancement of Management numerous times.

Eckstein served four years in the Marine Corps, stationed in Paris Island, and did a four-year tour of duty of Japan. After returning to the U.S., he entered N.C. State University and graduated in 1961 with a bachelor of science in forestry. He was employed by Champion Paper Company in eastern North Carolina until entering Duke University, where he earned a graduate degree in forestry management. He continued his education at the University of Georgia, earning a PhD in business administration in 1979. Eckstein taught at Western Carolina University in Cullowhee and Presbyterian College in Clinton, S.C., before settling into the School of Business at ECU.

Dr. Louis Eckstein

Eckstein made a lasting impression on those he met, from students to advisees to colleagues – and even to strangers who had passing conversations with him. MBA student Adam Keen, for example, had one brief but memorable conversation with Eckstein in The Wright Place near the beginning Keen's first semester. Not finding a table in the crowded seating area, Eckstein asked Keen if he could join him at his table, and Keen, who was a little overwhelmed in the chaos of his new surroundings, welcomed the company of a friendly face. During a 20-minute lunch, Eckstein's sincere interest in Keen's family, academic background, goals and personal interests made Keen realize that ECU was not such a big place and that the College of Business faculty truly cared about their students. Although Keen never met Eckstein again, Eckstein mentioned their meeting in various classes, pointing out the importance of being kind to all people – building bridges so that you create networks.

Louis Eckstein is survived by his wife of 32 years, **Beth Sossamon Eckstein**, Director of the Center for Economic Education for the ECU College of Business, and two children, Annie Ruth Eckstein and Louis William Eckstein.

Students

SAM Wins National Award

ECU's Society for the Advancement of Management (SAM) club won several national awards at the SAM 2007 Business Conference, held at Harrah's Resort in Las Vegas, Nev., from March 25-28.

Six business students – along with SAM faculty co-advisor Dr. Michael Harris – participated in the conference, named "Global Challenges and Governance."

The ECU SAM chapter won the first place Campus Chapter Performance Program Award for the Intermediate-size Chapter Division. This award was based on the annual report submitted by the chapter detailing the year's activities — including the number of chapter members, fundraising activities, speakers and topics, chapter meetings, community service activities, upcoming plans and events, members attending the international conference, field trips, past awards from SAM, elected officers to the International Board, and the chapter's financial activities.

Rachel Wild, who earned her BSBA this past May with a management concentration, was also awarded one of only I5 National Outstanding Student Awards presented nationally. This award was based on academic performance, extracurricular activities, work experience, and participation and dedication to the student's campus SAM chapter. Wild, a "Degree in Three" student, planned to complete all of the requirements for her undergraduate degree in three years. In the end, Wild completed her degree in only two years with a 4.0 grade point average.

Three ECU students – Lauren Boone, Rachel Hils, and Rachel Wild – also received Regional Outstanding Student Awards. In addition, two ECU teams participated in a case competition at the conference.

SAM is a student organization open to all majors. Dr. Michael Harris and Dr. Lee Grubb currently serve as SAM faculty co-advisors for the ECU chapter.



Dr. Moustafa H. Abdelsamad (International SAM President); Rachel Wild; Brandi Williams; Heather Wolf; Adam Keen (ECU SAM President); Nick Carney; and Michael Harris (SAM Co-Advisor) display the first place Campus Chapter Performance Program Award.



Rachel Wild is presented the National Outstanding Student Award by International SAM President Dr. Moustafa H. Abdelsamad.

Amberger Chosen for State Government Internship



Korie Amberger (BSBA Student)

Junior finance student Korie Amberger recently completed a IO-week summer internship through the N.C. State Government Internship Program, joining 97 students across the state who worked from May to August.

Amberger's selection was announced by the N.C. Office of the Governor on May 28, after a competitive process involving an applicant pool of 470 North Carolina college, graduate, and law students.

As part of his internship, Amberger worked with the N.C. Department of Commerce's International Trade Division in Raleigh, focusing on the Information Technology & Nanotechnology Sector Project.

Amberger, a Kinston native, said he benefited greatly from the hands-on experience and exposure to business

development. Amberger even visited an in-progress biotech facility in Kannapolis, N.C. – one of the highlights of his internship.

"My ultimate goal is to work as a business consultant," Amberger said. "Throughout my internship, I worked directly with the division's Business Development Manager, who gave me insight into important aspects of exporting and how to assist companies — including market research, advising on finance and insurance options, and helping firms find customers and partners."

The N.C. State Government Internship Program, now in its 37th year, is coordinated by the Youth Advocacy and Involvement Office of the N.C. Department of Administration.

MBA Students Make a Difference in Iraq

From just one College of Business Career Services announcement, MBA student Bradley Thacker knew he had found his ideal position – a finance officer responsible for managing routine matters from monthly accruals to accounts payable.

The position, however, was anything but routine – upon signing his contract in April with DynCorp International, a U.S.-based private military contractor, Thacker headed to the company's business office in Baghdad for a one-year period.

"I had been looking for defense contract job opportunities ever since returning from deployment with the National Guard in October 2006," Thacker said. "This opportunity with DynCorp is a perfect fit. My job is amazing, and I'm learning so much."

Thacker, 27, said he finds it especially rewarding to support Dyn-Corp's Iraq operations — which include a civilian police program (CivPol), border security advising, and personnel security detail.

Although Thacker is a long way from his hometown of Louisburg, N.C., he maintains close ties with ECU – continuing to take MBA classes online while he's away. Plus, Thacker's world recently got smaller when MBA classmate Randy See joined DynCorp's Iraq team in June.

Stuart Long, finance manager of DynCorp's CivPol Program said, "Brad has been an excellent addition to our team, and his military background is a huge asset."



MBA students Randy See (left) and Brad Thacker (right) visit a site in Baghdad near the former Baath Party headquarters.

Long continued, "We're thrilled to have Randy on board now, too, and are grateful for the strong interest Career Services continues to help us generate.

"Jobs like this are tough, but the person who can sustain this level of work returns more mature with an experience second-to-none. This is a great training ground."

Students Visit Washington, D.C., to Explore Career Opportunities

A group of seven students visited Washington, D.C., in March 2007, led by College of Business Career Services director Scotty Andrews. The visit helped expose students to potential career opportunities available in the nation's capital.

As part of the visit, the group explored both governmental agencies as well as private sector companies — including Gannett, Bearing Point, Securities & Exchange Commission, International Finance Corporation, and Federal Reserve Bank. In addition, students met with COB alumnae Bonnie Brown with Client Focus Consulting, who talked about working in Washington, D.C., as well as job opportunities.

Students also toured the U.S. Capitol, thanks to a guided visit coordinated by U.S. Senator Elizabeth Dole's office, and enjoyed many other sights throughout their three-day trip.



(Left to right) College of Business students Yuan Yuan Xiao, Yang Li, An Li, Patricia Councilor, Brad Thacker, and Chris Belt visit Washington, D.C. to learn about potential career opportunities.

2007 Scholarship Awards

The College of Business Scholarship Awards recognize students who accomplish high academic achievement coupled with community service. Recipients for 2007 were honored on April 26 at the College of Business Scholarship Recognition Banquet. Award recipients are selected by the College of Business Scholarship Committee.

The Gourley Fellowship		The Raymond & Martha Jones/AMA Scholarship	
Cassandra Elizabeth Kirchmeier Finance	Blairstown, NJ	Mary Allison Castellana Marketing	Pocomoke, MD
Joseph Whitley Sloan Finance	Chester, VA	The McGladrey & Pullen Accounting Scholarship	
The Howard & Virginia Brown Community S	Spirit Award	Robin Denise Hardison BSA/MSA	Edenton, NC
Emily Mae Gartland Manageme	ent Raleigh, NC	Laura Elizabeth Palmer MSA	Swansboro, NC
The Ryan & Shana Perry Graduate Business S	Scholarship	The William F. West Memorial Scholarship	
Eric Spencer Dutton MSA	Carthage, NC	Crystal Leigh Gulledge Accounting	Matthews, NC
The Eakins Scholarship		The Benjamin Lane Abbott Scholarship	
Andrea Kay Hernandez Finance	Jacksonville, NC	Haley Margaret Jenkins Accounting & Finance	e New Bern, NC
The George Coffman Scholarship		The Management Department Student Award	
Sarah Christine Polli Marketing	•	Michael Thomas Bould Mgmt. & Finance	Apex, NC
The Kevin & Lori Coates Shannon Scholarshi	•	The Management Information Systems Scholarship	I II NG
Amber Lynn Gill BSA/MSA Greenville, NC The Marrow W and P. Roy Boarce Scholarchin		Jacob Moody Neal Mgmt. Info. Systems	Louisburg, NC
The Margery W. and R. Roy Pearce Scholarship Janelle Marie Johnson Management Hastings, Minnesota		The William H. and Lisa D. Shreve Scholarship Ernest Melvin Pugh, Jr. Marketing	Grifton, NC
The Donald L. & Barbara Hatch Scholarship In Marketing		Ernest Melvin Pugh, Jr. Marketing The J. Fred Hamblen Scholarship	Giliton, INC
Laura Samira Botros Marketing		Randall Lee Proctor, Jr. Finance	Elm City, NC
The Grady & Martha Davis Scholarship	g Cary, 14C	The Anna & Philip Jukoski Memorial Scholarship	Elli City, 140
Jarrod Raymond Long Manageme	ent Greenville, NC	Joseph Elliott Jones Marketing	Cary, NC
The Archie R. Burnette Scholarship		The Beta Alpha Psi Scholarship	Cary, 1 vC
Kendall Morgan Conley Finance	Thomasville, NC	LaQuan Nevonne Lucas Accounting	Elm City, NC
Lindsay Rebecca Strickland Finance	Kitty Hawk, NC	The Coastal Plains Chapter of NCACPA Scholarship	
The Audrey J. Smith Scholarship	7	Eric Robinson Caldwell Accounting	Greenville, NC
Erick McClay Smithwick Manageme	ent Martin County, NC	Andrew Phillip McKinney Accounting	Greenville, NC
The Centura Bank Scholarship	7	The Gary L. Warren Scholarship in Business	
Nicole Jo-ver Frambach Manageme	ent Northern Ohio,	Marie Watkins Reese Management	Newport, NC
Christopher James Freed Manageme		The Luke Hill Accounting Scholarship	1
The Commerce Club Scholarship		Steven Christopher Smith MSA	Greenville, NC
David Andrew Norton Finance	Roanoke Rapids, NC	The Pitt-Greenville Board of Realtors Scholarship	
Anne Michelle Williams Manageme	ent Winterville, NC	Duy Quang Nguyen Finance	Durham, NC
The Connally Branch Scholarship		The Tenielle Todd Memorial Scholarship	
Joseph Whitley Sloan Finance	Chester, VA	Kimberly Golden Patterson BSA/MSA	Newport, NC
The Danny R. Scott Scholarship		The University Book Exchange Business Scholarship	
Stacey Noel Lanier Marketing	g Rocky Point, NC	Lauren Erin Estridge Marketing	Greensboro, NC
The Dixon Hughes Accounting Scholarship		Ashley Anna Foster Marketing	Goldsboro, NC
David William Wood BSA/MSA	A Holly Springs, NC	Collin Franklin Wagoner BSA/MSA	Wake Forest, NC
The Emma Morris Scholarship		The Gulati Scholaship for International Understanding	
Kelly Johanna Morgan Manageme	ent Havelock, NC	Justin Daniel Summers Management	Edgewater, MD
The Ernst & Young Accounting Scholarship		The Accounting Faculty Meritorious Student Award	
Elizabeth Roberstson Davis MSA Greenville, NC		Brittany Rae Sherrod BSA/MSA	Sims, NC
The Frank Booth Memorial Scholarship Michael Vernon Barber BSA/MSA & Finance Bonlee, NC		The Andrew J. Pappas Memorial Scholarship	C III NG
	A & Finance Bonlee, NC	Suhail Marie Guzman Accounting	Greenville, NC
The Grant Thorton Accounting Scholarship	A	The Elsie L. & Silas D. Abernathy Scholarship	Minnes
William Robert Apple, III BSA/MSA		Christie Lynn Johnson Finance	Minnesota,
The Hal S. Johnson Scholarship for Business Taylor Ryan Gagnon Finance	Greenville, NC	The James L. and Ann T. Bichsel Scholarship Amanda Jo Simconis Finance	Raleigh, NC
The Independent Insurance Agents of NC Scholarship		The Albert Conley Marketing Scholarship	Kaleigii, IVC
Andrew Hamilton Griffin Finance	Holly Springs,NC	Lisa Michelle King Marketing	Greenville, NC
Lindsay Cara Likar Finance	New Bern, NC	Matthew Michael Pisto Marketing	Buffalo, NY
Christopher Kevin Oliver Finance	Greenville, NC	William David Smith Marketing	Lexington, KY
The James W. Nordan & Anne H. Nordan Sch		The Commerce Club Book Scholarship	
Deborah Lee Sliva Accountin		Adam Wesley Alt Management	Danville, IL
The Judi Marvel Scholarship		Emre Alper Aydin Management	Turkey
Carla J Supples Online BS	SBA Fayetteville, NC	Lucy Wallis Brenner BSA/MSA	Pinehurst, NC
The Latney W. Pitard Memorial Scholarship		Emily Grace Corley Marketing	Hampton, VA
Margaret Virginia Williams Accountin	ng Wilmington, NC	Lauren Faye Curtis Management	Greenville, NC
The Michael L. Bunting Scholarship		Ashley Victoria Lilley BSA/MSA	Jamesville, NC
Johnny William Jernigan Finance	Dunn, NC	Nikolay Antonov Markov MBA	Bulgaria
The NC Board of Examiners Accounting Sch	nolarship	Mary Evans Pace MSA	Jacksonville, NC
Sarah McClendon Elder BSA/MSA Burlington, NC		Kelly Ann Walker Online BSBA	Midway Park, NC
The NC Association of CPAs Scholarship		The Student Accounting Society Scholarship	
Jessica Diana McLawhorn BSA/MSA	A Greenville, NC	Amanda Kay Scarborough BSA/MSA	Greenville, NC
Joni Angela Taylor Accountin		The Ward Property Brokers Scholarship	
Jared Prescott Edens BSA/MSA		Shaunita Te' Ara Ervin Finance	Winston-Salem, NC
Andrew Bennett Keasler MSA	Greenville, NC	The Credit Professionals International Scholarship	D: 0
The Philip & Lois Seese Accounting Scholars		Erin Marie Wilheim Management	Pitt County, NC
		The First American Savings Bank Scholarship	A 1 NG
The Pirate Stuff Business Scholarship		Joseph Kelly Ingle Marketing	Ayden, NC
	Marketing Columbia, NJ	The Institute of Management Accountants Scholarship	Llaw Dinas NC
Allison Elisabeth Bottoms Accountin Venus Yinman Sotir Marketing	, ,	Heidi Beth Dietrich BSA/MSA	Haw River, NC
Venus Yinman Sotir Marketing	S Stores, INC		

College of Business Advancement

From the Advancement Office

At the College of Business, we are fortunate to have alumni and other members of our network who come back, give back and maintain their involvement after graduation to help our College grow and flourish. As an alumnus or friend, you are one of our most valued resources.

To continue attracting the best students and faculty, we must continue to strengthen our other resources – including top-notch scholarships and other programs that cannot be funded by tuition alone – that are essential in distinguishing our College of Business in the very competitive business school arena.

Numerous opportunities are available for alumni, corporate partners and other friends to give back – and I would be delighted to discuss these opportunities with you.

A gift to the College of Business is an investment in the education of tomorrow's leaders. Thank you for your continued generosity and support.

Colin O'Connor Major Gifts Officer College of Business • East Carolina University oconnorc@ecu.edu



College of Business Advancement Team members Colin O'Connor, Major Gifts Officer (left), and Jim Westmoreland, Associate Dean for External Affairs, stand near Wright Auditorium.

Stay Connected with the College of Business

Alumni and friends are essential for the success of our College of Business. Whether you donate your time, consult with our faculty and students, or actively participate in our events and activities, your efforts make our College a better place and help others succeed.

My priority is keeping you tied in with our network. I enjoy hearing from alumni who contact me with news and other changes – I keep up with many of you from my 20 years in Career Services, and I look forward to seeing you at events throughout the state and beyond. Oftentimes I'm able to connect you with each other.

Send me your updated news – and share information about you and your former classmates through our Commerce Club web site at http://www.ecu.edu/cs-bus/memberupdate.cfm or by contacting me at westmorelandj@ecu.edu.

We appreciate your time and support – and we encourage you to stay connected.

Your interest in the College of Business makes a difference.

Jim Westmoreland Associate Dean for External Affairs College of Business • East Carolina University westmorelandj@ecu.edu

2007 Graduate Business Student Scholarship Award Recipients

In addition to the named scholarships listed on page 18, the College also awards scholarships specifically to MBA and MSA students. These awards are based on either merit or financial need and are funded from graduate tuition receipts.

2007 recipients are:

Jaime Humphries Davis (MBA) Lynne Fogner (MBA) Zijuan Zhuge (MSA) William Kincer (MSA) Rebecca Robertson (MBA) Jennifer Salamh (MBA) Yaqin Zhao (MSA) Inga Brock (MBA)

Natalie Alexis Itani (MBA)
Anja Hartung (MBA)
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About Stocknotes

Stocknotes is published by the Commerce Club, ECU's College of Business alumni organization. It is designed to connect, engage, and inform alumni, partners, and other friends of the College of Business.

You can also read Stocknotes online at http://www.ecu.edu/cs-bus/stocknotes.cfm, where both past and current issues are available.

We welcome your letters and comments.

Please e-mail cclub@ecu.edu or contact us at 252-328-6377.

ECU's College of Business Launches E-Newsletter

The College of Business at East Carolina University has launched an electronic newsletter, E-Focus North Carolina, designed to provide timely economic insight into North Carolina and its regions.

The newsletter will be published once every two months by the Bureau of Business Research, which serves as the applied research arm of the College of Business. E-Focus North Carolina targets business leaders, economic developers, government officials, and others in the state who need up-to-date economic data.

Dr. Frederick Niswander, dean of the College of Business, said. "ECU has long recognized the importance of supporting the economic and business environment in North Carolina.

"In the College of Business, we recognize that good business decisions require good data and analysis. What has historically been lacking is high quality, disaggregated business-related data that is available to decision-makers in a timely manner. E-Focus North Carolina will fill that gap."

The inaugural issue of E-Focus North Carolina discusses North Carolina's changing industrial portfolio and analyzes economic development regions within the state. E-Focus also provides the latest statewide and regional statistics regarding unemployment, gross retail sales, building permits, and other economic indicators.



Dr. James Kleckley, director of the college's Bureau of Business Research, said, "E-Focus is a tool that will help people understand that different parts of the state face different economic and business opportunities and challenges. We hope that people will use E-Focus and the other information and resources of the Bureau to better understand their economic environment and make better business decisions."

For more information or to view the newsletter online, visit http://www.ecu.edu/cs-bus/bbr.cfm.

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